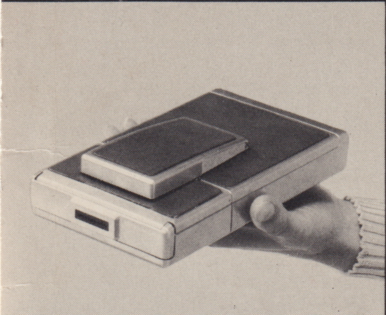
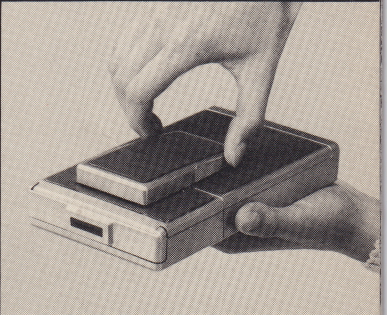
POLAROID SX-70 LAND CAMERA

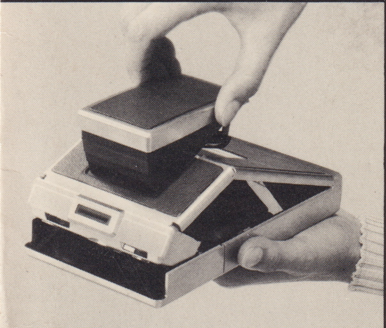
Opening and closing



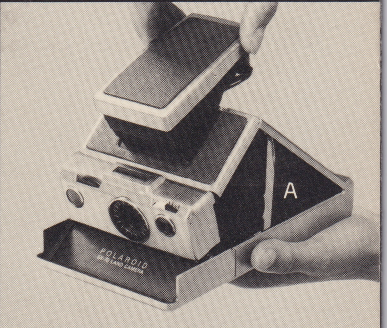
1. Hold in palm of left hand.



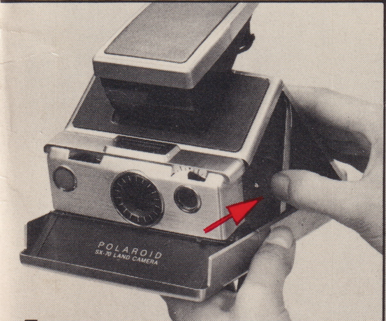
2. Lift small end of viewfinder cap.



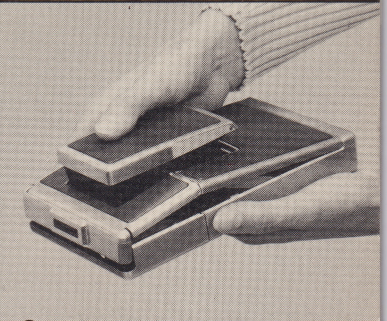
3. Pull straight up…


A
POLAROID
SX-70 LAND CAMERA

4. …until cover-support (A) locks.


POLAROID
SX-70 LAND CAMERA

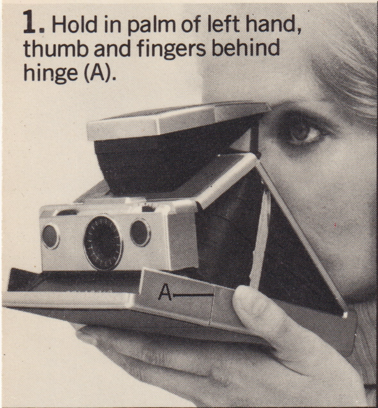
5. To close, push support back.



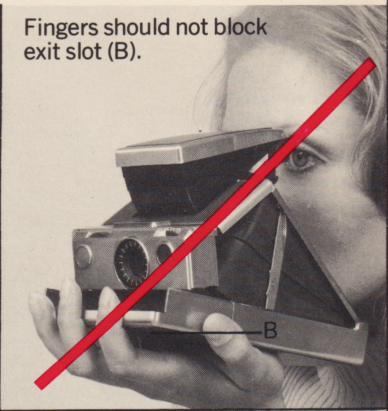
6. Push down on viewfinder cap.

Holding

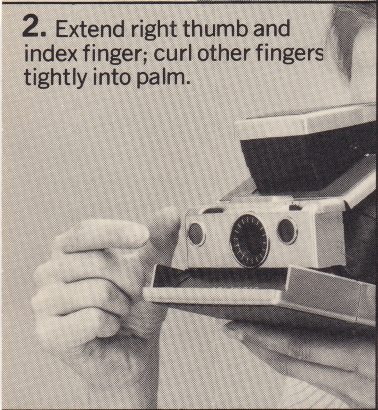
1. Hold in palm of left hand, thumb and fingers behind hinge (A).



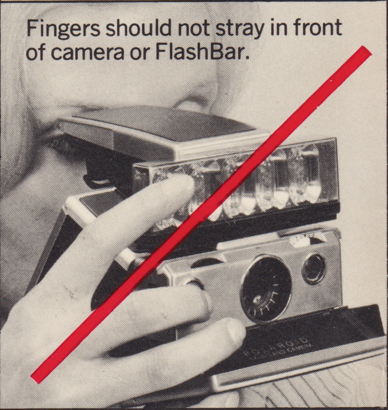
Fingers should not block exit slot (B).



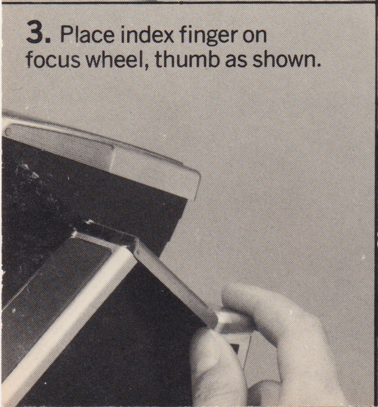
2. Extend right thumb and index finger; curl other fingers tightly into palm.



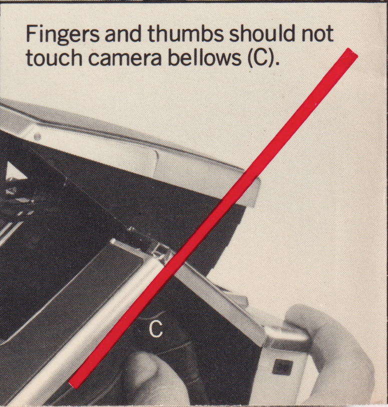
Fingers should not stray in front of camera or FlashBar.



3. Place index finger on focus wheel, thumb as shown.



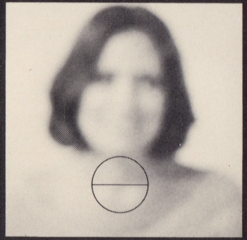
Fingers and thumbs should not touch camera bellows (C).



How to focus

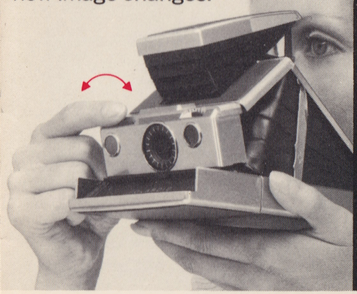
Hold camera about one inch from eye and look through center of eyepiece. You should see square black frame around scene. If you cannot see all four corners, move camera until you can. Split circle in lower center of viewfinder is focusing aid for some situations. Instructions for using it are in panel below.

1. At first, subject may look fuzzy and unclear.



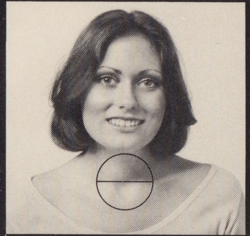
OUT OF FOCUS

2. Roll focus wheel all the way in each direction, noting how image changes.



3. Return wheel to point at which image first began to look sharp and clear.

4. Now roll wheel a small amount each way until details are sharpest.



IN FOCUS

Focusing is like tuning radio or TV set to get best reception. Turn slightly past perfect setting once or twice to be sure you have found it. Concentrate on most important part of your picture as you focus.

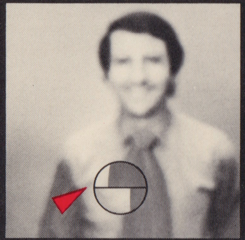
Focusing controls exposure for flash, so you must focus accurately to get flash pictures which are both well exposed and sharp.

Focusing with split circle

For dim light or flash pictures of people, or other subjects with distinct vertical lines, split circle helps to focus.

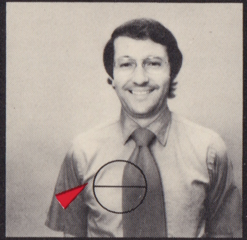
Aim circle at line like lapel, necktie, front seam of shirt or dress, necklace, line between light and dark areas. Line must be about same distance from you as most important part of subject, not behind it or in front of it.

1. When line is broken, subject is out of focus.



⊕ OUT OF FOCUS

2. Roll focus wheel until line is continuous.

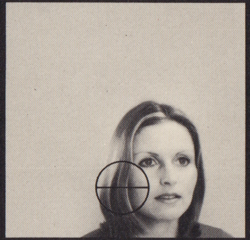


⊕ IN FOCUS

Split circle is for focusing, not for framing. Reframe picture after focusing, so you see in black frame just what you want in picture. After focusing, do not change distance from subject.

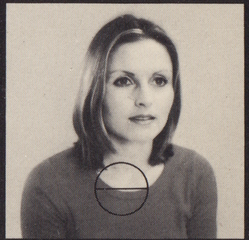
Split circle does not help on subjects with soft or furry outlines, or on repetitive patterns, where you could mismatch vertical lines.

After focusing, you will sometimes…



FOCUS

…need to reframe.



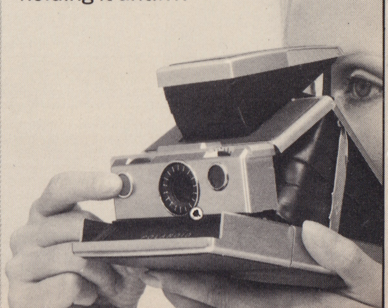
REFRAME

Shooting

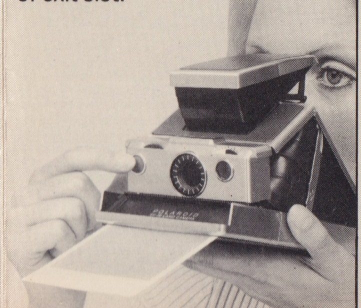
To take a picture, press shutter button. Hold button in and hold camera very steady until picture comes out of exit slot.

After picture develops fully, it is highly flexible and damage resistant, but it should not be bent or squeezed while it is developing.

1. Press shutter button, holding it until…



2. …picture comes out of exit slot.



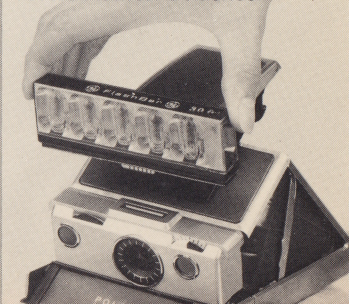
3. Remove picture by wide border. That's all you have to do.

Using flash

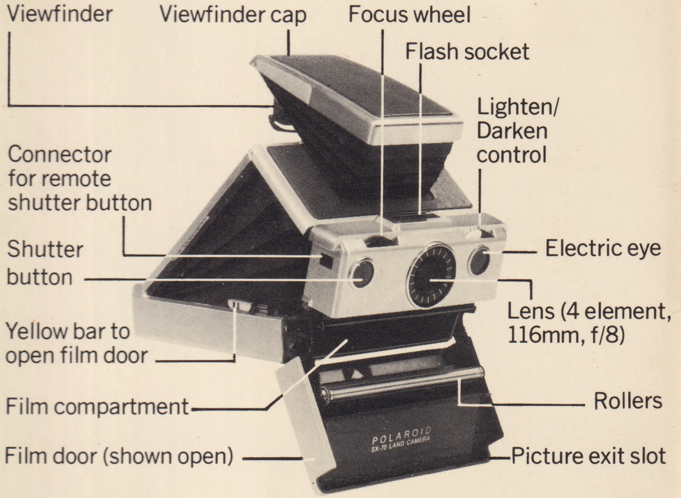
Use FlashBar for all indoor pictures (except time exposures) of subjects from 10 in. to 20 ft. from camera. Remove FlashBar when not taking flash pictures.

Focus carefully. As you focus, you automatically set flash exposure. Too light or too dark flash pictures are usually caused by inaccurate focusing.

Insert FlashBar into socket; reverse it after 5 flashes.



Camera parts

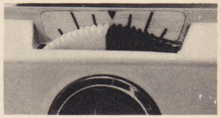


PICTURE TAKING INFORMATION

Lighting conditions: The electric eye sets short exposures in bright light and longer exposures in dim light. In sunlight, prevent direct rays of the sun from striking the lens. In very dim light, you may not be able to hold the camera steady enough. Use Tripod Mount #111, which allows you to attach the camera to a tripod, or to rest it on a firm surface.

Taking pictures in hot and cold weather: In cold weather, a loaded camera should be kept warm in a pocket except when it is being used. At temperatures below 60°F (15°C), put each picture into a warm pocket as soon as it comes out of the camera, but take care not to bend or crush it as it develops. In hot weather, shield the picture from direct sunlight as it develops. In very hot weather, pictures may be lighter than normal; in very cold weather, they may be darker than normal. Adjust the exposure with the Lighten/Darken control. The film, or a loaded camera, should never be stored in a hot place, such as the glove compartment of a car.

The Lighten/Darken control: In normal lighting conditions, the electric eye automatically sets the camera for a well exposed picture with the L/D control at the Normal position, as shown. For a darker picture, turn the L/D control so you can see more black on the dial; for a lighter picture, turn it so more white shows. For a small change, turn it one mark; for a bigger change, turn it farther. The L/D control resets to Normal when you close the camera.



The picture counter: It appears in a small window on the back of the camera, and enables you to keep count of the number of pictures you have left in a pack. The counter is blank when the camera is empty, and reads 10 when you put in a new pack. The number in the window indicates how many pictures you have left. When the pack is empty, an orange 0 appears.

TECHNICAL INFORMATION

Care of your camera: Keep the camera closed when it is not in use. The lens should seldom need cleaning; a fingerprint can be removed by rubbing gently with a clean, soft handkerchief. You can clean the viewfinder eyepiece in the same way. Before loading a new film pack, check the rollers inside the film door, to be sure they are free from lint and dirt.

Checking the battery in a film pack: If the film cover does not come out of the camera when you insert a new pack, remove that pack and insert another one. If the film cover comes out this time, it may be an indication that the battery in the first pack is dead. Return the first pack intact to your dealer or to Customer Service at the address given below, and we will replace it. If the film cover is not ejected from the camera with any film pack, your camera may need repair. Please contact Customer Service (see details below).

If film jams in the exit slot: Do the following in subdued light. Open the film door before attempting to remove a jammed film. If the film is still between the rollers, turn the gear on the top roller with your thumb to move the film toward the lens, and guide it out of the camera.

FOR FURTHER ASSISTANCE AND INFORMATION

See your dealer, or contact the nearest Polaroid Service Center. If you write about a picture problem, please enclose samples and explain the conditions in which the problem occurred.

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(Reverse charge)
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Broadway, N.S.W. 2007

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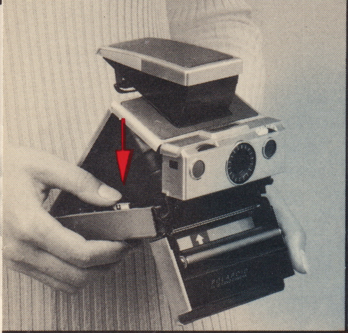
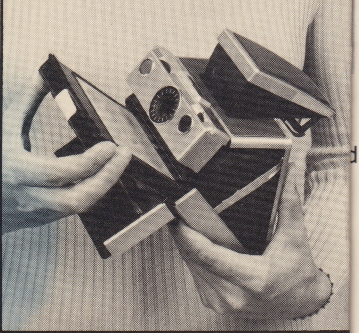
Loading

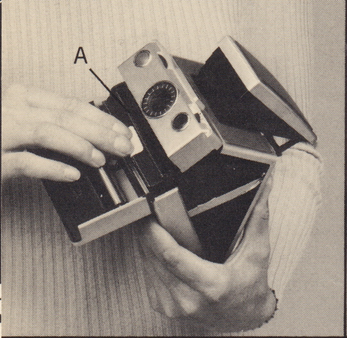
1. Push yellow bar; film door opens.



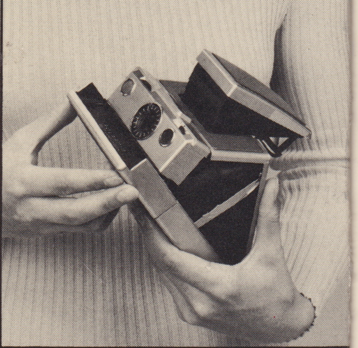
2. Insert pack, pushing it in…



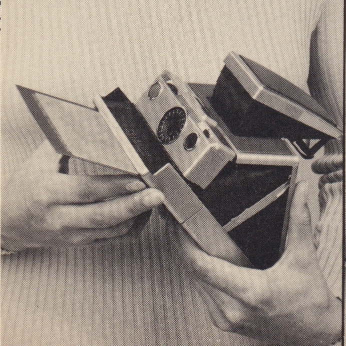
3. …until narrow end cap (A) snaps open.



4. Close film door.



5. Film cover comes out.



6. Remove cover.